

City of Brookings

AMENDED MEETING AGENDA

TOURISM PROMOTION ADVISORY COMMITTEE

Thursday, October 20, 2016 - 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

1. Roll Call

2. Approval of Minutes

- a. September 29, 2016

3. Public Comments

4. Action Items

- a. Pacific Coast Trolley Event Proposal – Penny Nelson
- b. Spectrum Reach TV Advertising – Kristi Carson
- c. AMF Event Evaluation
- d. Vet Fest II Event Evaluation – Bill Farrell

5. Informational Items

- a. OCVA Quarterly Meeting Report and Possible Funding Opportunities – Gary Milliman
- b. City Council Action
 - I. Curry Coastal Christmas Event Proposal
 - II. Nutcracker Ballet Event Proposal
- c. Budget and Internet Hit Info

6. Schedule Next Meeting – next meeting scheduled for November 17th.

7. Adjournment

***TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.***

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

TOURISM PROMOTION ADVISORY COMMITTEE (TPAC) MINUTES
Thursday – September 29, 2016

CALL TO ORDER

Meeting called to order at 4:00 PM

1. ROLL CALL

Present: Committee members Candice Michel, Bob Pieper, Skip Watwood, and Chair Tim Patterson;

Absent: Committee members Mary Geyer and Angie Christian

Also present: Gary Milliman, City Manager and Teri Davis, City Recorder

2. APPROVAL OF MINUTES –

- a. **Motion made by Candice Michel to approve the minutes of August 18, 2016, motion seconded by Skip Watwood and Committee voted; the motion carried unanimously.**
- b. **Motion made by Candice Michel to approve the minutes of August 26, 2016, motion seconded by Bob Pieper and Committee voted; the motion carried unanimously.**

3. PUBLIC COMMENT

- a. None

4. ACTION ITEMS

- a. **Curry Coastal Christmas Event Proposal** – Kathy Breshears was present to answer questions about the request presented last month for Curry Coastal Christmas. It was determined that some of Coastal Christmas' needs could be considered capital items. **Motion made by Candice Michel to grant \$2000 from the Capital budget and \$1000 from the events budget to Curry Coastal Christmas, motion seconded by Bob Pieper and Committee voted; the motion carried with a three to one vote with Tim Patterson voting Nay. Matter forwarded to City Council.**
- b. **Nutcracker Ballet Event Proposal** – Jan Barbas and members of the Wild Rivers Foundation for Dance presented information on The Nutcracker Ballet event proposal. The group is requesting \$5,000 in funding due to the need to rent a tent and seating. The event will be held over four days in December. Attendance is expected to be around 750. **Motion made by Candice Michel to grant \$5000 to the Nutcracker Ballet, motion seconded by Skip Watwood and Committee voted; the motion carried with a three voting Yea and with Tim Patterson abstaining. Matter forwarded to City Council.**
- c. **Good Samaritan Hog Wild BBQ** – Kristin Villavicencio presented information about the Good Samaritan-Curry Village Hog Wild BBQ. The organization is requesting \$1000 to offset costs of holding its fundraising event scheduled for October 9th. The monies raised will be used to remodel the facility's bathing center. No motion was made; no action taken.
- d. **Deyan Audio Tours** – Bryan Dych emailed proposal to provide an Audio Tour App. Chrissy Cooper volunteered to make contact with Mr. Dych to research the proposal. Matter tabled.
- e. **KOBI Digital Advertising** – Information about KOBI advertising package was made available in the Agenda packet. City Manager Gary Milliman introduced information about the television and digital advertising options offered through Charter cable. He advised that he would also be checking to see if Dish and/or Direct TV offer similar packages. Matter tabled.

- f. Curry Coastal Pilot Mobile App** – The presenter advised that she was withdrawing the previous proposal and would be bringing a new proposal to next month’s meeting.
- g. Oregon Coast Magazine and American Road Magazine Print Advertising** – It was determined that staff would spend the next month researching all of the available Coastal magazine advertising options and bring a recommendation to the Committee so that it can make a decision collectively about which ones to place advertising in rather than handling each magazine individually.

5. INFORMATIONAL ITEMS

- a. Dining Video** – Consensus was that the edited video met expectations. Contract price has been paid.
- b. OCVA** – City Manager Milliman discussed several of the items that were discussed at the OCVA conference earlier this week. OCVA is expecting a big inundation of funds, and allocation decisions are expected to be made on or after the December board meeting. There is enthusiasm building and efforts are under way to complete the Oregon Coast Trail. Bicyclists are huge demographic for the region and much consideration needs to be made to attract this group.

6. SCHEDULE NEXT MEETING – Next meeting scheduled for Thursday, October 20th at 4 pm.

7. ADJOURNMENT - no further business before the Committee, the meeting adjourned at 5:45 pm.

Respectfully submitted,

Tim Patterson, Chair
(approved at October 20, 2016 meeting)

Event Title:	Pacific Coast Trolley's "Penny Lane" trolley					Amount Requested	\$ 1000 per mo.	
Event Description:	An authentic vintage "cable car" trolley provided to transport visitors to and from Brookings Harbor hotels, motels and RV parks to and from businesses and events in and around Brookings Harbor.							
Event Date/s:	Initially every weekend - to expand to include week day service on Wednesday through Sunday.							
Location:	Facility & shelter location to be determined. Trolley stops will be at all advertiser and sponsor locations in the Brookings Harbor area.					Location secured?	Yes ☐	No ☒
Event Goals:	The trolley will enhance all event attendance year around by providing transportation to visitors and locals alike that are without transportation as well as tourists trying to find limited parking along highway 101 and other city streets. In addition, those businesses that pay the TOT would each receive a digital photo ad inside the trolley, thus the TPAC would be giving back something to the participating businesses in return!							
Please explain how this event will be sustained after the first year:	This request is for support from TPAC for a permanent ongoing monthly basis, as the Trolley is the "event" year around. And as stated "Pacific Coast Trolley will give back dollar for dollar in advertising, thus giving back something to the participating TOT businesses in return. In addition, there could be events with in the Trolley year around.							
Sponsors/Investors:	Pacific Coast Trolley has made a considerable investment in procuring and restoring the vintage "Boyertown" trolley. Sponsors include any business or organization that wishes to promote tourism. Several sponsors have already committed to advertising.							
Budget								
Income Based on weekend operation initially.			Expenses Based on weekend operation initially.					
Fees Collected	\$		Facility/Venue Costs	\$ 700	per month			
Admissions	\$ 600	per month	Insurance	\$ 160	per month			
Concessions	\$		Advertising	\$ 150	per month			
Advertising	\$ 625	per month	Maintenance	\$ 225	per month			
	\$		Fuel	\$ 688	per month			
	\$		Drivers	\$ 1032	per month			
TOTAL	\$ 1225	per month	TOTAL	\$ 2955	per month			
Methodology for evaluating events success in terms of bringing visitors to the Brookings area:	As the trolley is an "ongoing event" in itself, it's success is easily evaluated by it's ridership. Organizations and Businesses can and will tout that Brookings has a "Trolley" in their own advertising campaigns in and outside of the area thus increasing tourism overall.							
Contact Person:	Penny Nelson			Phone:	541-499-6848			
Organization:	Pacific Coast Trolley			Address:	2101 Poplar Drive. Medford, Or 97504			
If more space is required please attach additional pages								

Penny Nelson
Pacific Coast Trolley
2101 Poplar Drive #37
Medford, OR 97504

October 11th, 2016

"Tourism Event Proposal"
Gary Milliman, City Manager
City of Brookings Tourism
898 Elk Drive
Brookings, OR 97415

Re: Tourism Event Proposal

Dear Mr. Milliman;

Please find attached a completed RFP for "Tourism Event Proposal" form.

We are requesting that the Tourism Promotion Advisory Committee (TPAC) provides funding for an authentic vintage trolley to be operated in the Brookings area. Many cities and towns throughout the country have benefited from having trolleys operating in their communities and Brookings will greatly benefit as well.

Initially the trolley will operate on the weekends and special events throughout the year, for "All" events. As advertiser support and ridership demand increases the trolley will expand to week day operation and then will operate every day, year around.

Those businesses that pay the Transient Occupancy Taxes (TOT) funds will receive immediate benefit, for their contribution, in the form of a complimentary digital photo ad for each business. The digital photo ads will be displayed on a large screen television inside the trolley, thus making the trolley a rolling visitor center.

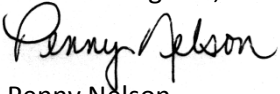
In addition, a prestigious limo bus provided by our company to transport tourists to and from the Medford/Ashland area each weekend, and will increase with demand, will also include a complimentary digital photo ad for each current TPAC TOT payor, advertiser and sponsor. The limo bus can be seen at www.southernoregonlimousine.com. The digital photo ads will be displayed on a large screen television inside the limo bus providing tourists with direct extended exposure to the businesses that pay the TOT funds. Tourists may also find brochures and business cards for the businesses on the shuttle bus.

Other organizations and businesses can and will incorporate the trolley in their own advertisement campaigns outside of the Brookings area (i.e. Harbor and Smith River) that will have a tremendous impact on bringing tourism to the Brookings area.

If you have questions or would like us to be present at the next TPAC meeting please do not hesitate to contact me.

I thank you in advance for your consideration.

Warmest regards,



Penny Nelson
Pacific Coast Trolley
www.PacificCoastTrolley.com
541-499-6848
Email: info@pacificcoasttrolley.com

Pacific Coast Trolley



“Penny Lane” Trolley

Hello Brookings – Harbor!

We would like to introduce ourselves to you. We are Pacific Coast Trolley and it is our desire to bring the “Penny Lane” trolley to the Brookings Harbor area.

We are very excited to offer a Trolley service in the Brookings – Harbor area. The “Penny Lane” will provide fun transportation as well as pin-point advertising about your business to all riders. Plus, the “Penny Lane” will solve the problem of limited parking in the community.

You can read more about “Penny Lane” on the attached story on the other side.

We have also provided information about advertising for your business or event on the “Penny Lane” trolley.

We look forward to growing your business with you.

If you have any questions please feel free to contact me.

Sincerely,

Penny Nelson

A handwritten signature in black ink that reads "Penny Nelson". The signature is written in a cursive, flowing style.

www.PacificCoastTrolley.com 541-499-6848
info@pacificcoasttrolley.com

The Pacific Coast Trolley is Comin'

Pacific Coast Trolley, owned by Penny Nelson, plans to bring a vintage "Boyertown" Trolley (manufactured in Boyertown, Pennsylvania) to the Brookings and Harbor area. Many trolleys are named after women and this trolley is named "Penny Lane" and will offer traditional narrated tours. In addition the trolley will provide transportation for tourists and locals from hotels and RV parks to local businesses and attractions. "People will love to ride the trolley as getting there is half the fun!" stated Nelson. "The trolley will be good for the local merchant community too as we literally drive customers to them." Merchants will be able to affordably advertise on the inside and outside of the trolley.



"Penny Lane" a vintage "Boyertown" Trolley

Riders will be able to purchase "tokens" from local participating merchants and enjoy a trip back in time on the vintage "Boyertown" trolley "Penny Lane" with slatted seats and even a ringing bell. A "token" costs \$10 and entitles the rider to ride for the entire day with unlimited stops.



Slatted seats and even a ringing bell!

The tours will cover a winding loop through the town - from the north end of Brookings to the south end of Harbor and possibly Smith River. Tour-goers will be introduced to what makes Brookings and Harbor special and it will help show off what Brookings and Harbor has to offer. "I think we're going to see good things for local economy," said Penny Nelson. "It's all about taking care of people in this community, and I feel fortunate to be moving back to Brookings and putting this beautiful little trolley back on the streets" said Nelson.

Other communities have successfully forged partnerships between their Cities, Historical Societies, Chambers of Commerce and Visitor Bureaus to successfully bring trolleys their communities.

The highly anticipated arrival of the Historic Boyertown Trolley (the "Penny Lane") could be as soon as November depending on advertiser support and will be available year round for all seasonal events. Service will initially be only on Saturday and Sunday but is expected to expand quickly to include Wednesday through Sunday as advertising support, community support and ridership grows.

Businesses interested in supporting or advertising on the trolley, or becoming a "token" station should contact Pacific Coast Trolley at 541-499-6848 or visit

www.PacificCoastTrolley.com.

Email: info@pacificcoasttrolley.com



Has a photo deck (vestibule) with removable windows in the rear for those warmer days.



Pacific Coast Trolley's "Penny Lane"

Display Advertising Rates

Advertising on the "Penny Lane" trolley is a cost effective way to reach thousands of people both on and off the trolley. Display Ad signs outside the trolley are highly visible and are seen by all. Photo Digital Ads (electronic slides) displayed inside the trolley appeal to riders in the trolley and can be used to effectively educate the riders to your goods and services. All Advertising rates are based on a 1 year contract and are payable in monthly installments.

Outside Display Ads:

Large Sign	48" wide by 24" tall on side of trolley	\$200 per month
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Photo Digital Ads:

Slide Package	(3 slides) *	\$75 per month
Additional Slides		\$25 per month

* Complimentary commentary is performed live by driver or tour guide as it relates to your business.

Honored Sponsor Package Includes

1 Large Sign	48" wide by 24" tall on side of trolley	\$200 per month
9 Photo Digital Ads	With audio option*	\$225 per month
1 Bronze placard and brochure space	inside of trolley	Included
1 Special Digital Photo Ad	that "Thanks" our Honored Sponsor	Included
		\$425 per month

Event Banner Ads

A Banner can be placed on the rear of the trolley by advertisers for special events.

Event Banner	96" by 40"	\$200 per day
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Token Sales

Tokens to ride the trolley can be purchased, by advertisers, for \$5 each and sold to the public for \$10 each. Each token entitles the rider to ride all day with unlimited stops.

Pacific Coast Trolley 541-499-6848

www.PacificCoastTrolley.com email info@pacificcoasttrolley.com

Pacific Coast Trolley

Advertising Order Form

Name of Business _____

Contact _____

Address _____

Phone _____ Email _____

☐ \$425 (per month) Honored Sponsor Package - one year contract

☐ \$200 (per month) Outside Display Ad (48" by 24") - one year contract

☐ \$75 (per month) Digital Photo Slide Ad Package one year contract

☐ \$25 per additional slide Quantity _____

☐ \$200 (per day) Event Banner Ad (96" by 40")

☐ Special Services _____

☐ Pay Yearly ☐ Pay monthly

☐ Paid By Check to Pacific Coast Trolley Check # _____ Total _____

☐ Paid By Credit Card # _____ Total _____

Exp Date _____ CVV/Security Code _____ Zip Code _____

*** For Special All-Day Events contact Penny Nelson at 541-499-6848 ***

info@pacificcoasttrolley.com www.pacificCoastTrolley.com

Media Kit

MEDFORD-KLAMATH FALLS

Awareness
is key.



Does your business stand out from the competition?

It's tougher than ever to reach customers in a way that really gets their attention. Spectrum Reach has a mix of unique viewer insights, creative services and multi-screen product solutions to make your business stand out from the crowd.

Put your business in
the spotlight with
some of the hottest
shows on television!



Cost effectively extend that message to
the same customers, wherever they are,
on whatever device they are using!



- + Connect with your specific target audience
- + Align your message with the top programs and websites
- + Deliver your message to ideal customers within your trade area with location-based Geo-Targeting

And we can build just the
right video message to
share your story!



Our award-winning writers, producers, editors and designers will develop the ideal message to capture the attention of your target market.

Contact us today at SpectrumReach.com

Spectrum
REACH



Television

Meet Your Best Customers

Television puts your message in the spotlight during the shows everyone is talking about with unmatched impact and efficiency. With network investments in award-winning content to grow \$200 billion by 2018,* the most engaged viewers are watching TV in record numbers. A critical driver of multi-screen consumption, make sure your message is aligned with the hottest and most buzzed about content on television today.

More TV Ads = More Website Traffic

125 Website Brand Advertisers: Unique Visitors vs. TV Spend 14 month comparison†



Demographic Targeting

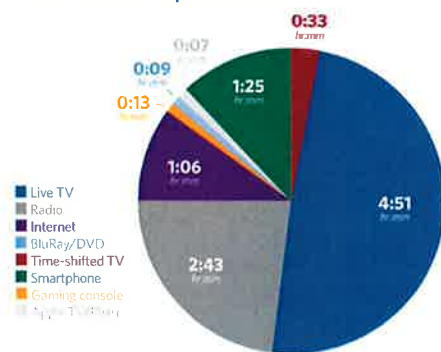
The right combination of networks delivers your message with frequency to your specific target audience.



Geographic Targeting

Concentrate your message to audiences within your trade area.

Live TV Represents Half (49%) of Media Consumption‡



Total time with
ad-supported TV§ **144:18** hr:mm

Total time break out by device



*2015 VAB Report: Ignition Point, The TV-Traffic Correlation for Call-to-Action Brands. †2015 VAB Report: Why Ad-Supported TV Brands?

‡2015 VAB Report: Get Real Video Advertising §2015, VAB, Multi-Screen Insights: An overview of Digital Video's Growth



Television

TV Brands Remain The Multi-Screen Video Leader.

The ever-increasing investment in original programming Drives Ad-supported TV to the top of the Internet Ranks and the Top downloaded tablet apps.

Informative



Family & Kids



Entertainment



Lifestyle



News



Sports



▲ TOP WEBSITE OR TOP DOWNLOADED IPAD APP

TOP PROGRAMS 2014/2015*

NETWORK

TARGET DEMO

WWE Entertainment

USA

M18-49

Rizzoli & Isles

TNT

W25-54

The Walking Dead/Fear the Walking Dead

AMC

A18-49

American Horror Story

FX

A18-49

The Good Witch

HALLMARK

W25-54

*Source: 2015 VAB Report, Why Ad-Supported TV Brands? A factual look at the power of premium, professional, multi-screen video content
 † NTI Q4 2014 - Q3 2015 top national cable programs M-Su 6a-6a excluding sports and program with less than 3 telecasts. (Demo based on VAB cable network/programming profiles)



Sports

Live Telecasts Keep Viewers Engaged

Cable dominates by airing **87% of all live sporting events**.^{*} With a 232% increase in available sports programming since 2003, fans watched over 33 billion hours in 2013 alone, up 27%!^{**} Spectrum Reach lets you blanket the region or focus on just one retail area with your message. From Major League Baseball to Monday Night Football to March Madness, only Spectrum Reach delivers the most fans!

Sports Fans Have Purchasing Power[†]

68.8% are homeowners

24.5% have a household income over \$100K

59.1% have an investment portfolio

60.4% have a college education or higher



According to Nielsen, sports programming is far less time-shifted than other television fare; ensuring your message gets through in real time^{*}



Beyond live events, cable is the clear winner when it comes to reaching the hardcore sports fan with **97% of all highlights**, news & analysis telecasts^{*}



Cable sports garner almost **70% of social conversations** among the most buzzed about sports programs^{*}



7 out of the top 8 sports websites and 6 out of the top 10 iPad apps now feature branded cable content^{*}



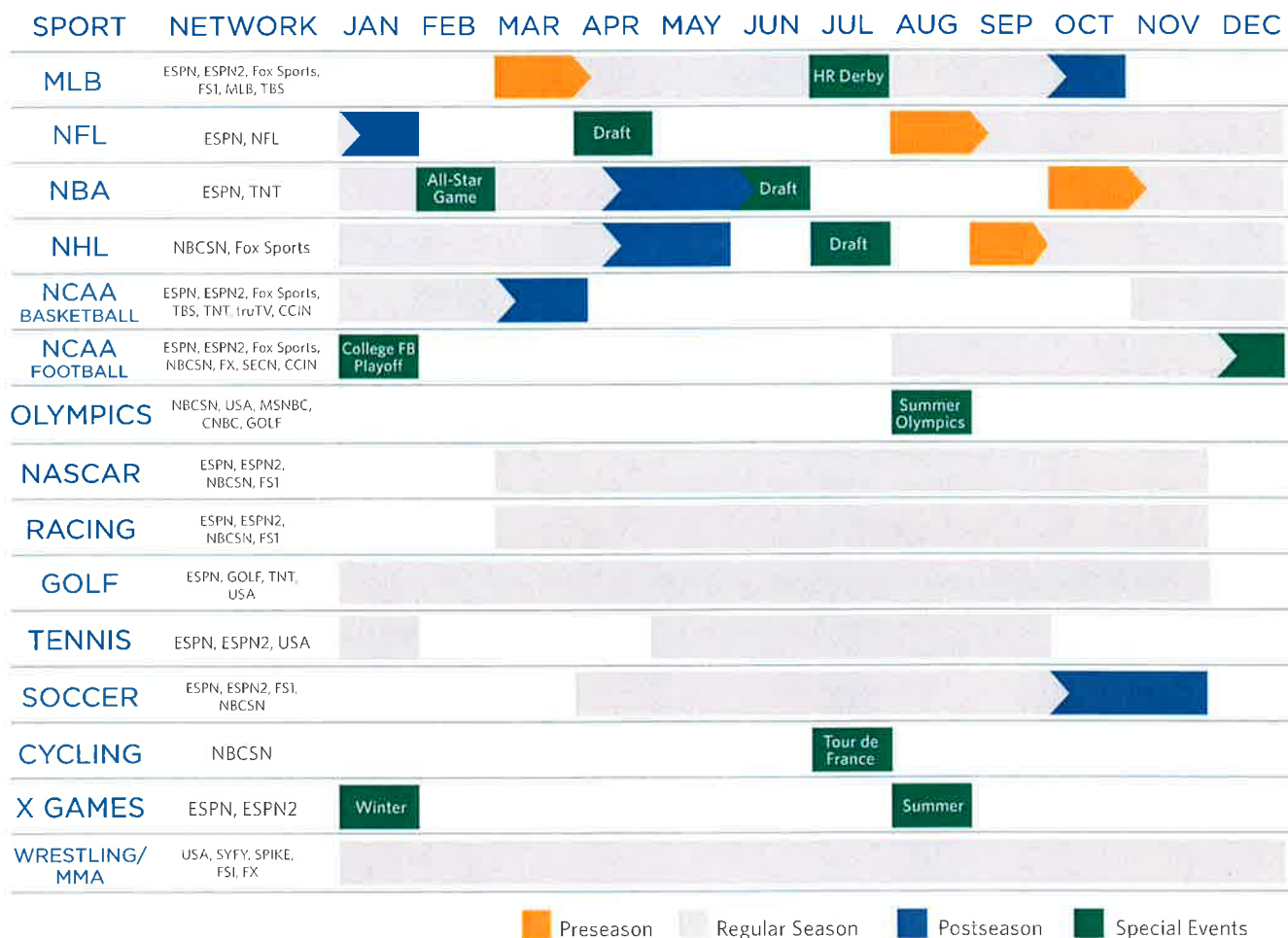
^{*}VAB Analysis of Nielsen Npower data. Live Sports includes live + original first run events (excluding wrestling) Q2'14 - Q1'15 ^{**}Nielsen's State of the Media, 2013 Year in Sports Media Report [†]Scarborough USA+ Release 2 Total (Feb 2014 - Mar 2015) Target: Any sports watched on cable



Sports

Cable sports fans need their fix all year long.

They are **49% more likely** to watch any televised sport![†]
Spectrum Reach gives you access to both National and Regional sports networks all in one place!



The Great Cable Migration

Signature live events across all major sports have shifted to cable from broadcast



[†] Scarborough USA+ Release 2 Total (Feb 2014 - Mar 2015) Target: Any sports watched on cable



Display

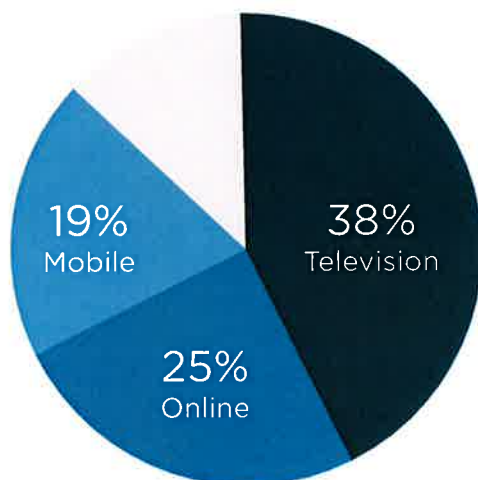
Spectrum Reach delivers more impactful insights & solutions specific to your marketing needs than any other media organization.

- Drive traffic to your website with Display, Optimized Search and Classified Strategies
- Influence consumers with branded digital ads including pre-roll video and mobile
- Enhance your online strategy with Retargeting, Behavioral, Contextual, and Lifestyle Targeting



TV & Internet Consume Most U.S. Adult Media Time

82% of daily media consumption occurs across TV, Online & Mobile.*



Consider the Device - Consider the Message

Devices used for media consumption change based on time of day

5 am
WAKE UP



9 am
WORK TIME



5 pm
GET HOME



7 pm
RELAX



9 pm
WIND DOWN



* eMarketer, July 2013 time spent figures based on per day, US Adults Online includes "other digital"

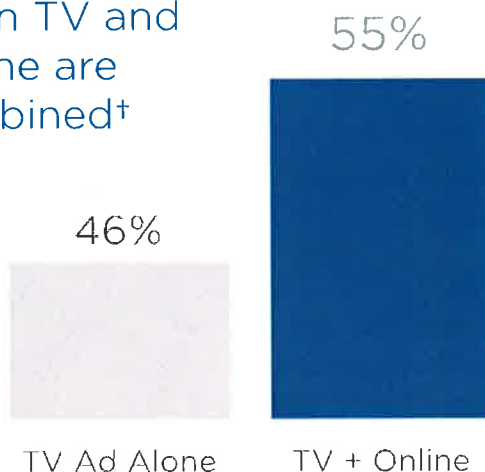


Display

Be Front and Center Everywhere

In today's multi-screen world, keeping your business engaged with the right customers is more challenging than ever. Spectrum Reach can efficiently and strategically deliver your message to millions of them online. Target them with pinpoint accuracy by varying combinations of lifestyle, geography, browsing behavior and more; across thousands of premium websites through any device in any household.

Ad Recall Jumps
when TV and
Online are
combined†



Everybody is talking online... what makes us different?

Spectrum Reach brings unmatched experience and service for hyper-local targeted display campaigns. Our unique offering contains the following suite of services:



Household Targeting

IP Targeting for demographic segments at the hyper-local (zip+4) household level.



Geofencing

Engage your moving target. Deliver your message to mobile users with the highest industry-wide accuracy based on their geographic location via IP address, device ID, GPS signals and Wi-Fi.



Rich Media Execution

Video and interactive ad units for audience-targeted display campaigns.

- Full service creation execution team at your service to add rich features to your ad concepts.



Performance Media

Programmatic real-time bidding for placement means you get to your best customer efficiently and can course-correct as needed for best results.



Reporting and Insights

Deep post-campaign profiles and insights of viewers who clicked and engaged with ads.

Campaign monitoring with 24/7 dashboard reporting. Live screenshot capture verification.

† 2012 Nielsen IAB Online Video Study, Based on online ad exposure before TV ad exposure. TV data based on response up to 1 day post-ad stream



PreRoll

Reach Engaged Video Viewers

Use the impact of video to stand out from the competition. Your message plays in front of viewers as they watch their preferred news, sports and entertainment content on top national and local sites via mobile phones, tablets and PCs. A PreRoll video ad commands higher interaction and engagement rates. In fact, consumers are 27 times more likely to click-through online video ads than standard banners.*

Features:

- Hyper-target by geography & demographic
- No ad skipping
- Rich media enabled, social sharing, mapping etc.
- Premium placement on comScore top 250 sites, including YouTube and a large list of cable networks
- Convert your television ad to digital video ads
- Evaluate performance with click and completion rate reporting

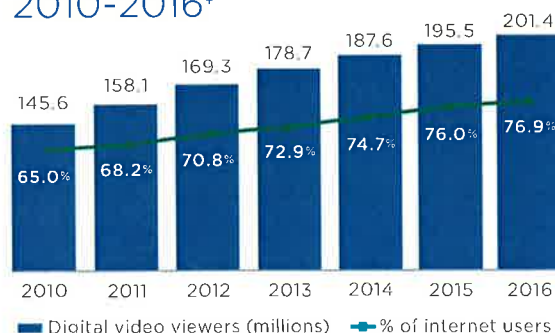
Digital Video Viewers[†]

39 yrs average age

43% have children

87% typically watch at home

US Digital Video Viewers 2010-2016[‡]



* 2012 MediaMind In-Stream Video Benchmark Study

† IAB/GFK Original Digital Video Consumer Study, April 2014

‡ eMarketer, "US Digital Media Usage: A Snapshot of 2014", November '13



PreRoll



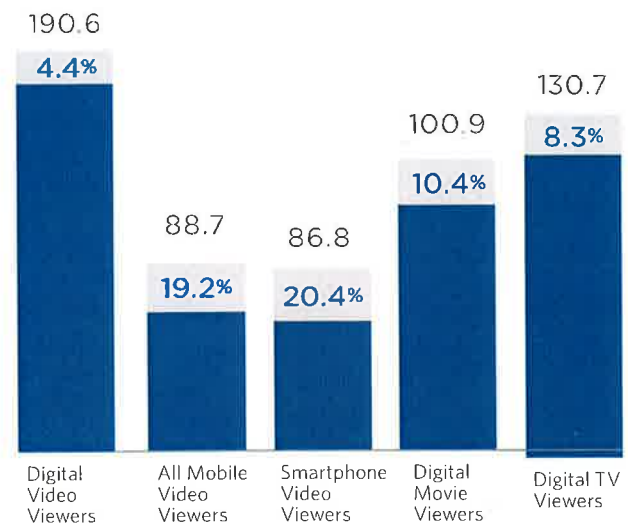
"Last year I was primarily on my PC, but now I'm more and more likely to be on my laptop or iPad. That's where I'll see them (original digital videos)."

Male, 39[†]

Growth of Digital Video Viewing, Shift to Mobile[†]

- › The average US adult spends nearly an **hour with digital video daily**
- › **41.4% of US population** will watch digital video at least monthly this year
- › Daily time spent with digital video rose from 6 minutes in 2010 to **55 minutes** in 2014
- › Mobile viewing accounts for more than half that time, or **33 minutes**

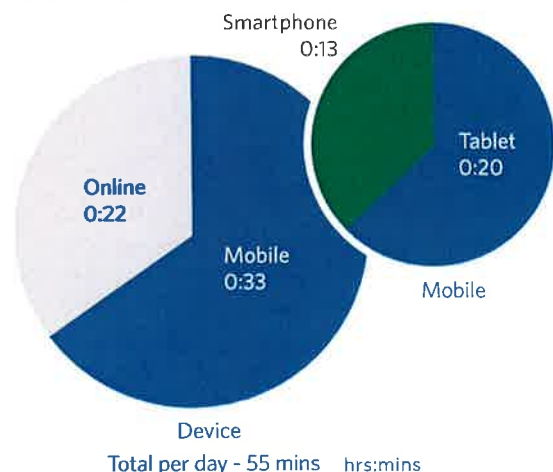
Digital Video Viewers[‡]



Digital Video Viewing by Device

- › Video viewers on smartphones will number 89 million in 2014 and are projected to grow to **125.4 million by 2018**
- › Time spent with video on smartphones will grow over 40%, from 9 minutes in 2013 to **13 minutes** this year
- › In 2014, time spent with video on tablets will **increase 54%** to 20 minutes daily, from 13 minutes in 2013

Avg Time Spent per Day with Digital Video by US Adults, by Device, 2014[‡]





Visits

Engage and Convert

Spectrum Reach's Visits guarantees monthly web traffic to drive leads from the top sites to you. With deep user engagement, you pay only for clicks and cost effectively reach your audience.

Sample Sites:



Make It Easy to Find You

All campaigns are optimized to reach your targeted audience. We find them, we deliver your message and then we drive them to your landing pages!

Our unique offering features:

- › Optimized campaigns to maximize branding and lead generation
- › Access inventory of websites and users from the top sites in your area
- › Choose from 200, 500, 1000 or even more guaranteed monthly clicks
- › Impression based and performance driven
- › Geographic targeting options: country, state, DMA, zip codes (25+ zips)
- › Proprietary technology that determines users' locations and IP information
- › Cross-platform reach — mobile phones, desktops/ laptops and tablets
- › Full reporting

Sample Reporting:

DISPLAY AD CAMPAIGN TRACKING*

Campaign Name	Mobile Home Dealer - Knoxville TN		
Campaign Dates	Monthly		
Est Campaign Clicks	200		
Display Ad	Impressions	Clicks	
728x90	78,647	66	
300x250	134,355	79	
160x600	114,694	62	
TOTAL	327,696	207	

DISPLAY AD CAMPAIGN TRACKING*

Campaign Name	Tool Warehouse - Los Angeles CA		
Campaign Dates	Monthly		
Est Campaign Clicks	500		
Display Ad	Impressions	Clicks	
728x90	144,765	176	
300x250	226,588	150	
160x600	258,059	192	
TOTAL	629,411	518	

*Actual delivery reports vary in appearance.



Directories

Make it easy for customers to find you

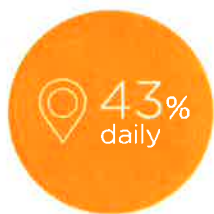
Improve search results for your website!

We'll optimize your listing on our 40+ premium sites, so your business shows up on the most popular online search engines. You can also use our expansive network of 300+ local digital directory sites to actively improve your search results each month. It's a great way to connect with active local buyers!

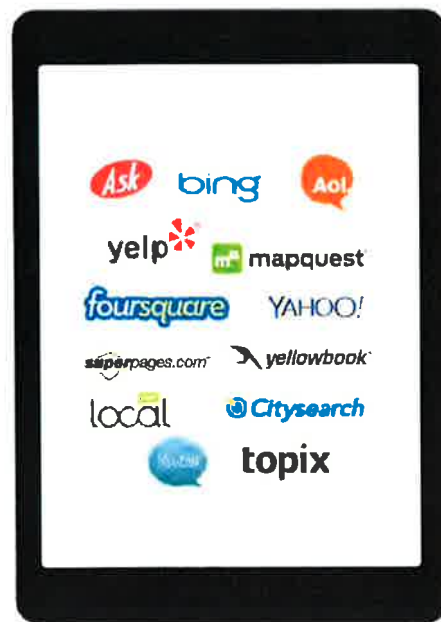
Make it easy to find you!

40% of individuals use local directories daily,
66% use at least 3-4 times per week

300+ Local Directory Sites:



- + Complete premium business listings across 300+ directory sites
- + Website Links
- + Photo and video enabled
- + Automotive inventory listed
- + Association with proper product categories
- + Banner ads on directories that drive listing results
- + Full Reporting and Call Logs
- + Listed and enhanced on up to 40+ Mobile Apps



Contact us today at SpectrumReach.com



Leads

Drive online car buyers to your inventory

Generate direct leads from active auto buyers!

We make it easy for auto buyers to find you and your inventory! Our Leads product is one of the largest automotive networks in the country, reaching more than 40 million active buyers each month. Your listings will be distributed and dynamically updated across many premium auto sites, driving leads to your website and your dealership.

What We Deliver:

+ Premium Position

Consistent premium placement on our many partner sites to compete for local buyers

+ Inventory Optimization

Monitors your performance daily across the network to ensure strong ROI

+ Lead Tracking

Comprehensive reporting on email inquiries, phone leads, and online requests

+ Call Monitoring

Records incoming calls, provides caller information for detailed leads generated

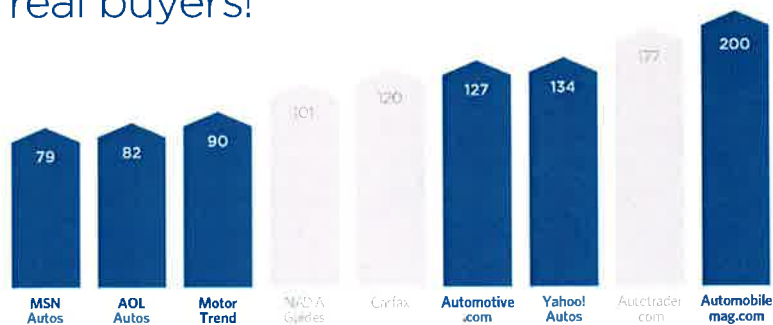
+ Price Comparison Tool

Stay competitive by comparing your inventory to similar vehicles across the network

+ Inventory Rankings

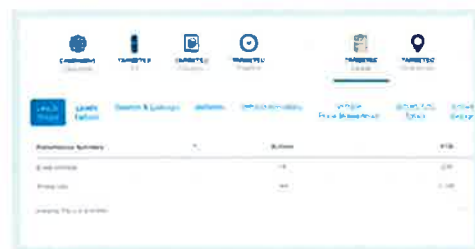
Monthly standings of your most popular vehicles to help gauge your inventory needs

Our network delivers real buyers!



Online car buyer who will purchase a used car or truck in the next 6 months

Personalized 24/7 dashboard!





Content

Engage content to motivate potential buyers

Use the power of video to motivate buyers!

Content is a unique solution that provides 300+ manufacturer compliant videos branded to your dealership spanning 18 categories — a great cost-effective resource for your website, social media, emails, and in the dealership!

- + Inform and connect with your specific target audience online
- + Target your best customers with your video message
- + Align your video message with your audiences needs

Online video drives purpose:



18 categories of video:



- + Buying a Car
- + Maintenance
- + Electrics
- + Family
- + Insurance
- + Safety
- + Selling a Car
- + Hybrids
- + Technology
- + Driving Tips
- + Financing
- + Coverages
- + Leasing a Car
- + Car Care Tips
- + Fuel Economy
- + Model Reviews
- + Warranties
- + Emergency Tips

Contact us today at SpectrumReach.com



Research

Knowing is Better than Guessing

Spectrum Reach invests in the latest research and tools to give you important insights into how to effectively target your customers. We'll help you align your message to the content with which your customers are most likely to interact!

We'll help define your target. Discover their interests, lifestyles and purchasing behaviors to activate your most valuable customers.



Content Consumption

Knowing the viewing and online habits of your target audience means you can strategically and efficiently place your message in front of the right people at the right time.



Be secure in your marketing strategy.

By knowing the advertising activity of your competitors, we'll help you stay a step ahead of them and informed of the latest market conditions.

nielsen comSCORE

Scarborough KANTAR

PRIME linco PJK Ad Mail PRO

ShowSeeker

Never miss a chance to make an impression.



Creative
Services

Let us tell your story

We'll connect you to your customers by crafting compelling visual stories across any device.

Think of Spectrum Reach's Creative team as your messaging stylists. With accomplished, Emmy® winning producers, videographers, directors, copywriters and editors, we will help you develop your message so it's most effective.



Create

A masterpiece with our award-winning writers, producers, editors and designers.



Capture

Still images or moving video footage for a variety of internal and/or external needs.



Be Seen on Every Screen

We'll help you set the stage and tell your story with our state of the art, high definition equipment used in shooting, editing and completion of final product.

Contact us today at SpectrumReach.com



Promotion

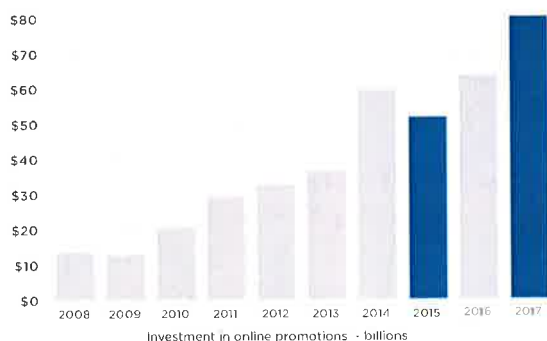
Convert Awareness into Engagement

Immerse customers in your brand. Capture leads and drive traffic by customizing national promotions. Entice consumers with sweepstakes, character appearances and cause-marketing opportunities, all backed by some of TV's biggest brands.

We'll even create a custom promotion from the ground up specific to your business!

Growth of Online Promotions

Since 2007, online promotions have grown to a \$37 billion industry, with businesses spending 45% more on online promotions since 2005. **By 2017, online promotions spending is projected to rise to \$80 billion.***



Promotions drive sales.

Running a promotion ignites interaction with potential customers. Allowing them to enter a contest generates leads, which translates into measurable sales!



Generate Leads, Collect Data

Quickly identify leads by including survey questions on a registration page. A limited number of quality questions on the entry page provides insight on potential customers' purchasing patterns and behaviors.



Drive Foot Traffic

Done right, they can drive motivated customers through the doors of your business.

For example: Include a coupon after the online contest registry to drive foot traffic and offset seasonal slowdowns.



Grow Email Database

Add an email opt-in for contestants to build your database and target future customers.



Grow Social Engagement

Promotions can further your reach beyond Facebook likes and Twitter followers. Engage contestants with an invitation to share your contest with others by boosting the number of entries they earn when they share.

Dashboard

A whole new world of visibility

Monitor results and adjust your marketing campaign 24/7

Want to know how your marketing campaign is performing? Every minute of every day? You can, thanks to the Spectrum Reach Dashboard. This personalized interface gives you 24/7 access to all the real-time details about your campaigns spanning all Spectrum Reach solutions.

Creative A/B Testing to Measure Your Campaign Effectiveness!

- + Evaluate your strategies and have the ability to make adjustments on your customer dashboard.
- + Access continuously-updated reporting about your campaigns spanning all Spectrum Reach solutions.
- + Your delivery across all devices heat mapped by zip code.
- + First-of-it's-kind reporting that shows delivery by zone, network and creative!
- + Get a look at your upcoming television airings by zone, network, time and program



Contact us today at [SpectrumReach.com](https://www.spectrumreach.com)

Market Profile

Medford-Klamath Falls

Overview

Medford has a large national footprint with several high profile companies calling it home, including Harry & David and Lithia Motors.

Health care is a very significant industry in Medford with several hospitals and facilities (Asante, Providence, RVMC) in the area.

Southern Oregon University and Rogue Community College have satellite locations in Medford.

Nearby Crater Lake is a popular tourist destination due to its unique volcanic formation, deep blue color and pristine water clarity.

Characteristics

DMA Ranking: 140

Population: 431,709

Households: 181,559

Mean HH Income: \$50,602

Sports





Market Profile | Medford-Klamath Falls



2014 Pop, Male	49.1%
2014 Pop, Female	50.9%



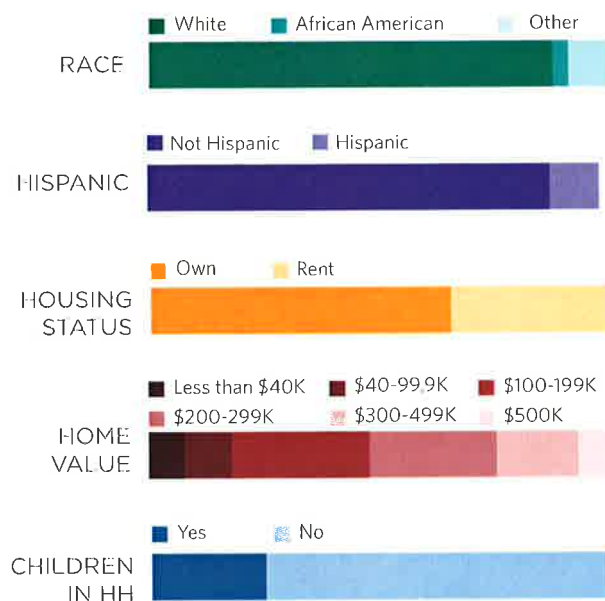
Under 18	18.4%
Age 18 - 34	19.1%
Age 18 - 49	35.5%
Age 25 - 54	34.1%
Age 35 - 64	39.5%
Age 50+	43.9%



High School Grad or Less	39.5%
Some College, No Degree	29.8%
College Grad	22.9%
Advanced Degree	7.8%



Less than \$35,000	46.6%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	10.3%
\$100,000 - \$249,999	9.2%
\$250,000 or More	0.8%



BUSINESS COUNT	25,282
CONSUMER SPENDING	\$7.9 Billion
Per Household	\$43,513.27

OCCUPATION	
Office/Admin Support	14.7%
Sales/Related	10.8%
Management	8.7%
Transportation/Moving	6.8%
Production	6.3%
Food Prep/Serving	6.3%
Health Practitioner/Tec	6.1%
Edu/Training/Library	5.9%
Personal Care/Svc	4.8%
Building Grounds Maint	4.6%
Construction/Extraction	4.4%
Business/Financial Ops	3.2%
Maintenance Repair	3.1%
Healthcare Support	2.7%
Farm/Fish/Forestry	2.5%
Community/Soc Svcs	2.0%
Protective Svcs	1.8%
Computer/Mathematical	1.2%
Arts/Entertain/Sports	1.2%
Architect/Engineer	1.1%
Life/Phys/Soc Science	1.0%
Legal	0.6%

Cable Network Snapshot

Medford-Klamath Falls

NETWORK	FORMAT	MALE	FEMALE	AVG HHI	Demo	%	Index	TOP PROGRAMMING
	Entertainment	51.3%	48.7%	\$54,632	18-34	16.0%	67	Bates Motel
					18-49	40.0%	90	Wahlburgers
					25-54	43.1%	101	Storage Wars
					35-64	57.0%	116	Intervention
					50 +	60.0%	108	
	Entertainment	59.1%	40.9%	\$63,943	18-34	61.9%	206	Rick & Morty
					18-49	84.6%	158	Cleveland Show
					25-54	58.0%	112	Family Guy
					35-64	36.2%	71	Bob's Burgers
					50 +	15.4%	33	
	Entertainment	55.8%	44.2%	\$55,931	18-34	24.7%	103	Fear the Walking Dead
					18-49	48.4%	109	Better Call Saul
					25-54	42.4%	99	The Walking Dead
					35-64	53.3%	108	The Talking Dead
					50 +	51.6%	93	
	Informative	41.2%	58.8%	\$48,969	18-34	15.2%	63	Treehouse Masters
					18-49	31.4%	71	River Monsters
					25-54	30.2%	71	The Last Alaskans: Remote Access
					35-64	50.2%	102	Tanked
					50 +	68.6%	123	
	Entertainment	39.9%	60.1%	\$62,838	18-34	9.6%	40	Vanderpump Rules
					18-49	42.2%	95	Real Housewives
					25-54	56.8%	133	Don't Be Tardy
					35-64	67.9%	138	Watch What Happens: Live
					50 +	57.8%	104	
	Family & Kids	47.4%	52.6%	\$40,526	18-34	36.1%	151	Scooby Doo
					18-49	55.3%	125	Supernoobs
					25-54	51.0%	120	Regular Show
					35-64	46.7%	95	Uncle Grandpa
					50 +	44.7%	80	
	Entertainment	35.5%	64.5%	\$52,162	18-34	14.4%	60	Party Down South
					18-49	39.8%	90	Last Man Standing
					25-54	48.0%	113	Still The King
					35-64	61.3%	124	
					50 +	60.2%	108	
	News	56.8%	43.2%	\$65,866	18-34	8.0%	33	Shark Tank
					18-49	21.8%	49	The Profit
					25-54	34.2%	80	Jay Leno's Garage
					35-64	44.0%	89	
					50 +	78.2%	141	
	News	49.7%	50.3%	\$58,067	18-34	12.5%	52	Anderson Cooper 360
					18-49	30.0%	68	CNN Newsroom
					25-54	32.6%	76	Erin Burnett OutFront
					35-64	42.7%	87	CNN Tonight
					50 +	70.0%	126	
	Entertainment	58.6%	41.4%	\$55,253	18-34	38.2%	159	The Daily Show with Trevor Noah
					18-49	68.6%	155	Key & Peele
					25-54	59.0%	138	Tosh.0
					35-64	49.7%	101	Workaholics
					50 +	31.4%	56	
	Sports	67.5%	32.5%	\$61,905	18-34	17.4%	72	NHL
					18-49	22.2%	75	MLB
					25-54	47.3%	108	NBA
					35-64	58.6%	116	
					50 +	56.2%	102	
	Informative	59.1%	40.9%	\$49,498	18-34	17.0%	71	Naked and Afraid
					18-49	33.5%	75	Fast N' Loud
					25-54	36.1%	85	Alaskan Bush People
					35-64	51.3%	104	Gold Rush
					50 +	66.5%	120	
	Lifestyle	47.1%	52.9%	\$81,280	18-34	23.4%	78	Vacation Renovation
					18-49	48.0%	90	Tiny House, Big Living
					25-54	52.0%	101	Rehab Addict
					35-64	58.1%	115	Nashville Flipped
					50 +	52.0%	112	
	Entertainment	50.1%	49.9%	\$53,377	18-34	22.2%	92	Botched
					18-49	53.1%	120	Keeping Up with the Kardashians
					25-54	65.9%	155	The Royals
					35-64	69.0%	140	Total Divas
					50 +	46.9%	84	
	Sports	63.9%	36.1%	\$65,305	18-34	15.0%	63	Monday Night Football
					18-49	38.8%	88	College Football Playoffs
					25-54	41.4%	97	SportsCenter
					35-64	55.0%	112	
					50 +	61.2%	110	
	Sports	75.3%	24.7%	\$69,668	18-34	11.2%	47	NBA Regular Season
					18-49	36.9%	83	College Football
					25-54	43.0%	101	SportsCenter
					35-64	57.1%	116	
					50 +	63.1%	114	
	Lifestyle	47.7%	52.3%	\$59,076	18-34	15.6%	65	Pioneer Women
					18-49	42.5%	96	Bobby Flay's BBQ Addiction
					25-54	44.4%	104	Food Network Star
					35-64	58.4%	119	Worst Cooks in America
					50 +	57.5%	103	

Cable Network Snapshot

Medford-Klamath Falls

NETWORK	FORMAT	MALE	FEMALE	AVG HHI	Demo	%	Index	TOP PROGRAMMING
	News	54.2%	45.8%	\$54,559	18-34	9.5%	39	Shepard Smith Hannity O'Reilly Factor The Kelly File
					18-49	26.2%	59	
					25-54	31.3%	73	
					35-64	46.9%	95	
					50 +	73.8%	133	
	Sports	75.3%	24.7%	\$79,177	18-34	23.7%	79	FIFA Soccer MLB NASCAR UFC
					18-49	46.3%	86	
					25-54	47.8%	92	
					35-64	52.4%	103	
					50 +	53.7%	116	
	Entertainment	40.2%	59.8%	\$55,250	18-34	31.9%	133	The Fosters Pretty Little Liars Switched at Birth
					18-49	56.6%	128	
					25-54	49.8%	117	
					35-64	50.2%	102	
					50 +	43.4%	78	
	Entertainment	65.3%	34.7%	\$53,736	18-34	28.2%	117	American Horror Story The Americans Fargo Strain
					18-49	53.4%	120	
					25-54	54.4%	128	
					35-64	56.0%	114	
					50 +	46.6%	84	
	News	66.5%	33.5%	\$85,205	18-34	71.2%	154	Cavuto Stossel Lou Dobbs Tonight After the Bell
					18-49	13.0%	43	
					25-54	28.8%	54	
					35-64	33.4%	65	
					50 +	49.3%	98	
	Entertainment	46.9%	53.1%	\$43,860	18-34	32.3%	107	El Chavo del Ocho La Familia Peluche La Rosa de Guadalupe
					18-49	68.4%	127	
					25-54	66.5%	128	
					35-64	57.8%	114	
					50 +	31.6%	68	
	Sports	65.0%	35.0%	\$62,620	18-34	1.9%	8	Live From The Open Golf Central Feherty
					18-49	19.8%	45	
					25-54	24.0%	56	
					35-64	51.8%	105	
					50 +	80.2%	144	
	Family & Kids	41.4%	58.6%	\$51,742	18-34	6.0%	25	Cedar Cove Good Witch When Calls the Heart Original Movies
					18-49	20.7%	47	
					25-54	26.1%	61	
					35-64	52.6%	107	
					50 +	79.3%	143	
	Lifestyle	38.4%	61.6%	\$60,514	18-34	15.7%	65	Fixer Upper Flip or Flop Beachfront Bargain
					18-49	41.7%	94	
					25-54	45.9%	108	
					35-64	54.1%	110	
					50 +	58.3%	105	
	Informative	59.4%	40.6%	\$53,436	18-34	11.6%	48	American Pickers Pawn Stars Curse of Oak Island Swamp People
					18-49	27.9%	63	
					25-54	31.5%	74	
					35-64	53.6%	109	
					50 +	72.1%	130	
	News	58.0%	42.0%	\$71,507	18-34	12.1%	50	Dr. Drew On Call Forensic Files Nancy Grace Crimes of the Century
					18-49	47.4%	107	
					25-54	49.1%	115	
					35-64	46.9%	95	
					50 +	52.6%	95	
	Entertainment	30.6%	69.4%	\$51,590	18-34	14.5%	61	Dance Moms Little Women Project Runway
					18-49	34.5%	78	
					25-54	38.6%	90	
					35-64	58.9%	120	
					50 +	65.5%	118	
	News	49.8%	50.2%	\$61,928	18-34	8.2%	34	All In with Chris Hayes Hardball with Chris Matthews MSNBC Live The Rachel Maddow Show
					18-49	18.3%	41	
					25-54	20.3%	48	
					35-64	42.8%	87	
					50 +	81.7%	147	
	Entertainment	49.7%	50.3%	\$45,138	18-34	45.6%	190	Awkward Catfish: The TV Show Scream Teen Mom
					18-49	72.4%	163	
					25-54	58.4%	137	
					35-64	43.6%	89	
					50 +	27.6%	50	
	Informative	52.2%	47.8%	\$54,794	18-34	6.2%	26	Border Wars Area 51: The CIA Secret Life Below Zero Drugs Inc.
					18-49	19.7%	44	
					25-54	26.1%	61	
					35-64	51.0%	104	
					50 +	80.3%	144	
	Sports	63.7%	36.3%	\$57,468	18-34	11.4%	48	Cycling NHL Olympics Premier League Soccer
					18-49	28.1%	63	
					25-54	30.4%	71	
					35-64	45.0%	91	
					50 +	71.9%	129	
	Sports	63.8%	36.2%	\$69,205	18-34	12.1%	51	Thursday Night Football Around the NFL Total Access
					18-49	44.5%	100	
					25-54	46.2%	108	
					35-64	58.1%	118	
					50 +	55.5%	100	

Cable Network Snapshot

Medford-Klamath Falls

NETWORK	FORMAT	MALE	FEMALE	AVG HH	Demo	%	Index	TOP PROGRAMMING
	Entertainment	37.2%	62.8%	\$59,676	18-34	48.7%	162	Fresh Prince Full House George Lopez
					18-49	73.2%	137	
					25-54	56.7%	109	
					35-64	45.0%	88	
					50 +	26.8%	58	
	Family & Kids	46.5%	53.5%	\$45,393	18-34	49.0%	204	Bella and the Bulldogs The Loud House Game Shakers
					18-49	79.1%	178	
					25-54	65.3%	153	
					35-64	47.0%	95	
					50 +	20.9%	38	
	Lifestyle	20.8%	79.2%	\$48,581	18-34	25.5%	106	Bad Girls Club Sex and the City Sisterhood of Hip Hop Snapped
					18-49	61.2%	138	
					25-54	57.9%	136	
					35-64	61.8%	126	
					50 +	38.8%	70	
	Sports	72.3%	27.7%	\$73,718	18-34	0.0%	0	The Dan Patrick Show UFC Seattle Mariners Baseball
					18-49	29.1%	66	
					25-54	32.6%	77	
					35-64	54.2%	110	
					50 +	70.9%	127	
	Entertainment	61.4%	38.6%	\$46,274	18-34	25.8%	108	Bar Rescue Lip Sync Battle Ink Master
					18-49	55.5%	125	
					25-54	52.6%	123	
					35-64	57.4%	117	
					50 +	44.5%	80	
	Entertainment	56.7%	43.3%	\$51,402	18-34	18.3%	76	The Big Bang Theory Angie Tribeca Friends 2 Broke Girls
					18-49	40.4%	91	
					25-54	42.8%	100	
					35-64	57.3%	116	
					50 +	59.6%	107	
	Lifestyle	41.9%	58.1%	\$52,663	18-34	14.8%	62	My Big Fat Fabulous Life The Little Couple Sister Wives Little People Big World
					18-49	33.4%	75	
					25-54	41.0%	96	
					35-64	53.8%	109	
					50 +	66.6%	120	
	Entertainment	61.3%	38.7%	\$51,030	18-34	13.4%	56	Major Crimes Rizzoli and Isles The Last Ship Librarians
					18-49	35.8%	81	
					25-54	41.7%	98	
					35-64	60.2%	122	
					50 +	64.2%	115	
	Lifestyle	52.7%	47.3%	\$57,941	18-34	11.1%	46	Bizarre Foods Food Paradise Expedition Unknown Mysteries at the Museum
					18-49	34.3%	77	
					25-54	44.3%	104	
					35-64	56.2%	114	
					50 +	65.7%	118	
	Entertainment	61.5%	38.5%	\$45,708	18-34	15.3%	64	Jim Gaffigan Show The Exes Impastor Everybody Loves Raymond
					18-49	32.5%	73	
					25-54	34.1%	80	
					35-64	64.5%	131	
					50 +	67.5%	121	
	Entertainment	46.9%	53.1%	\$43,860	18-34	32.3%	107	Yago Sueno de Amor Tres Veces Ana
					18-49	68.4%	127	
					25-54	66.5%	128	
					35-64	57.8%	114	
					50 +	31.6%	68	
	Entertainment	52.1%	47.9%	\$47,480	18-34	19.5%	81	Chrisley Knows Best Suits Royal Pains WWE
					18-49	24.9%	84	
					25-54	48.6%	111	
					35-64	58.0%	115	
					50 +	57.2%	104	
	Informative	61.4%	38.6%	\$46,274	18-34	25.8%	108	Flophouse Huang's World Weediquette
					18-49	55.5%	125	
					25-54	52.6%	123	
					35-64	57.4%	117	
					50 +	44.5%	80	
	Entertainment	49.0%	51.0%	\$32,252	18-34	55.5%	231	Love & Hip Hop Stevie J & Josephine: Go Hollywood Black Ink Crew
					18-49	82.3%	185	
					25-54	65.1%	153	
					35-64	42.0%	85	
					50 +	17.7%	32	
	Informative	55.4%	44.6%	\$46,737	18-34	4.2%	17	Prospectors Tornado Alley Weather Center Live
					18-49	12.5%	28	
					25-54	23.8%	56	
					35-64	46.8%	95	
					50 +	87.5%	157	

Source: Medford/Klamath Falls, OR 2015 Fall Total (Fall 2014 - Fall 2015). Adult Swim, Fox Sports 1, Galavision, and Nick at Nite based on Scarborough USA+ Release 2 Total (Aug 2014 - Oct 2015). FXBN and DIY based on Scarborough USA+ 2016 Release 1 *Reissue 09-01-2016* Total (Feb 2015 - Apr 2016). Univision based on Galavision. Viceland based on Spike.



VIDEO | MEDIA | ANALYTICS

Presented to: City of Brookings

Kristi Carson, Account Executive

Audience Extension Package

Make **EVERY** hour prime time by using our multi screen solution to get your message in front consumers on every screen they view during their day by taking advantage of this cost-effective

Audience Extension Package!



Source: Forrester, September 2014

Audience Extension Package

- › Extend Current TV Package with Targeted Display and Targeted Pre-Roll Video
- › Influence consumers with branded Digital Ads, Pre-Roll and Mobile ads on Premium sites like...
 - + ESPN.com, Eonline.com, Cnn.com, and Foxnews.com
- › Enhance your online strategy with Retargeting, Behavioral, Contextual, and Lifestyle Targeting.

Package Includes:
10,000 Pre-Roll Commercials
50,000 Display Ads

All for \$550.00 monthly 6 Month Commitment Required

One display creative included at no charge, pre-roll can be an existing spot, or new production quotes can be provided.



"If I can watch something for free, by watching ads, I'd rather have it be something I can choose. Something geared towards me."

Female, 26+

Targeted Media Plan Selections:

Select Demographics

Age

- ☐ 18-24
- ☐ 25-34
- ☐ 35-54
- ☐ 55-64
- ☐ Over 65

Gender

- ☐ Male
- ☐ Female

HHI

- ☐ Under \$50k
- ☐ \$50k-\$100k
- ☐ \$100k-\$150K
- ☐ \$150K+

Select Geography

- ☐ Medford
- ☐ Klamath Falls
- ☐ Grants Pass
- ☐ Crescent City
- ☐ Southern Oregon Interconnect

Select Verticals (Must Choose 3)

- ☐ Sports
- ☐ News
- ☐ Auto Shopping
- ☐ Auto Financing
- ☐ Weather
- ☐ Arts & Entertainment
- ☐ Hobbies & Leisure
- ☐ Men's Interests
- ☐ Women's Interest
- ☐ Health
- ☐ Beauty & Fitness

*Note: A minimum Reach and Frequency is necessary for campaigns to be effective. Based on your selections, a custom proposal will be developed with Reach and Frequency calculated. If further refinements are necessary to execute a successful campaign, you will be consulted with further recommendations for final approval.

What To Expect

- › Campaign Goals:
 - + Drive Video Completions
 - + Drive Users to Your Web Site
- › Live Dashboard when campaign is live (24/7 access)
 - + Including our newest reporting enhancement- **Digital Lift**
90 days after campaign start date
- › Retargeting Script Sent for Your Web Site
- › Monthly re-caps
- › Quarterly and Annual digital assessment
 - + Google Analytics Analysis
 - + Directory Optimization Report

Advertising Agreement

Spectrum Reach | City of Brookings

Start Date: November 2016

End Date: December 2016

Product	Impressions/ Month	Net Investment/ Month	Number of Months	Total Impressions	Total Net Cost
Display	100,000	\$700.00	13	1,300,000	\$9,100.00
PreRoll	20,000	\$400.00	13	260,000	\$5,200.00

TOTAL: 13,260,000 \$14,300.00
(net)

By signing, the Advertiser/Agency agrees to Charter Communications Operating, LLC, a Delaware limited liability company with a brand name of Spectrum Reach, terms and conditions set forth on the attachment.

CLIENT/AGENCY SIGNATURE

CLIENT NAME (PRINTED)

ADVERTISER COMPANY NAME

DATE

SPECTRUM REACH SIGNATURE

SPECTRUM REACH NAME (PRINTED)

DATE

\$ TOTAL INVESTMENT



TERMS AND CONDITIONS

The parties acknowledge and agree that the terms and conditions set forth herein shall constitute the terms and conditions of the service contract between the parties ("Contract") for the cable advertising services, production services, or related services ("Services") to be provided to the client ("Advertiser") by Charter Communications Operating, LLC and its business unit Spectrum Reach™ ("Spectrum Reach") as set forth on the front of the Contract.

(1) The rate for any advertising time purchased by the Advertiser shall be as stated on the Contract (plus any applicable taxes, franchise fees, and/or other assessments by any governmental authority), and if no rate is set forth thereon, the rate applicable shall be that set forth on Spectrum Reach's rate card then in effect at the time the Advertiser's order for such service is accepted. Payment for Services procured hereunder must be made by Advertiser and received by Spectrum Reach, no less than thirty (30) days after the date of the invoice thereafter, except that Spectrum Reach, in its sole discretion, reserves the right to require payment in advance from Advertiser. If payment is not received by the payment due date, Advertiser agrees to pay interest accrued on any past due amounts at a rate of (i) 1.5% per month of (ii) the highest rate allowed by law, whichever is less. Spectrum Reach may process Advertiser's check payment electronically. With electronic check conversion, Advertiser's bank account will be debited in the amount of Advertiser's check as early as the same day Spectrum Reach receives payment. The transaction will appear on Advertiser's bank statement as an electronic funds transfer. Advertiser's check payment electronically, and it will not be returned to Advertiser's bank.

(2) In the event of any cancellation of the Contract by Advertiser, Advertiser shall be liable for all payments to be made hereunder, though Spectrum Reach may, from time to time, accept payments from an Advertiser's Agency or Advertiser's behalf. Any acceptance of payments from an Agency shall not relieve the Advertiser from liability for any amounts unpaid by the Agency. Spectrum Reach reserves the right to accept orders placed by Advertiser's Agency, provided that both Advertiser and Agency shall remain jointly and severally liable for payment and performance of Advertiser's obligations to Spectrum Reach hereunder. Agency expressly represents and warrants that Agency has the authority to bind Advertiser to the terms and conditions of the Contract with respect to any order. It places on Advertiser's behalf.

(3) Any cancellation of an order/Contract by Advertiser or Agency must be submitted in writing to and received by Spectrum Reach, subject to the following timeframes: (a) for spot advertising the deadline for cancellation is two (2) weeks prior to the effective date of cancellation; (b) for spot advertising with Local OnDemand advertising, the deadline is thirty (30) days prior to the effective date of cancellation; and (c) for Local OnDemand advertising, the deadline is thirty (30) days prior to the effective date of cancellation. Failure to provide such advance cancellation notice shall result in charges for Service preparation work conducted by Spectrum Reach (including without limitation, advertising time not used but ordered for the next deadline date(s)).

(4) In performing the services, Spectrum Reach shall use commercially reasonable efforts to cablecast each advertisement at its scheduled cablecast time. However, Spectrum Reach shall not be responsible for failure to cablecast the advertisement(s) if such failure is the result of mechanical, electrical, or equipment malfunctions, accidents, riots, strikes, epidemics, acts of God, or any other conditions beyond the reasonable control of Spectrum Reach, if for any reason there is an interruption, delay or omission of any advertisement to be cablecast. Spectrum Reach will notify Advertiser or Agent that it will run the interrupted, delayed or omitted advertisement at a substitute time ("Make Good"). In no event shall Spectrum Reach be liable for incidental, indirect, special or consequential damages in connection with or arising out of (i) the failure or inability of Spectrum Reach to cablecast the advertisement or (ii) any incorrect cablecasting of any advertising. Advertiser's sole and exclusive remedy for liability of any kind arising under the Contract shall be limited to Spectrum Reach furnishing a Make Good, or if not feasible in Spectrum Reach's reasonable discretion, a refund of the proportionate amount paid for said interrupted, delayed, incorrect, or omitted advertisement.

(5) Spectrum Reach may cablecast an advertisement on a group of multi-channel video programming distribution systems ("MVPDs") serving a single Designated Market Area ("DMA") on which advertising is sold and simultaneously distributed across all such MVPDs in a coordinated manner (commonly known as an "interconnect"). The order shall be deemed fulfilled and will be invoiced for payment when the advertisement is distributed to at least 90% of the insertable subscribers in the DMA.

(6) Spectrum Reach may cancel, in whole or in part, any advertisement under the Contract (a) in order to cablecast any program which, in its sole and absolute discretion, it deems to be of public importance or in the public interest, or the cablecast of which is necessary for Spectrum Reach to comply with its agreements with its program services suppliers; or (b) if Spectrum Reach determines in its sole discretion that such advertisement would conflict with any of its agreements with its program services suppliers.

(7) Spectrum Reach at all times reserves the right to reject any and all advertisements submitted by Advertiser or Agency, whether due to technical quality, content (except for political advertisements which are cablecast pursuant to the provisions of Section 315 of the Communications Act of 1934, as amended), for financial reasons if Spectrum Reach determines, in its sole discretion that Advertiser's or Agency's ability to pay Spectrum Reach is impaired, or for any other reason, without cause or the necessity or requirement of giving any explanation whatsoever.

(8) Spectrum Reach reserves the right (but disclaims any responsibility or obligation) to preview any advertisements prior to airtime to determine without taking or relieving Advertiser of responsibility or liability for doing so (i) if any advertisement meets Spectrum Reach's technical requirements, (ii) if an advertisement's content warrants special scheduling considerations as stated in paragraph 6, (iii) if an advertisement's content violates any of the Advertiser's representations and warranties contained in the Contract, and/or (iv) if an advertisement is otherwise unsuitable for cablecasting. If Spectrum Reach determines that the respective advertisement is not suitable for cablecasting based on any of the foregoing considerations, it may refuse to cablecast any such advertisement without liability to the Advertiser.

(9) Spectrum Reach reserves the right to schedule exclusively between 1000 PM and 5:00 AM in the local time zone in which the advertisement is aired, any advertisements that contain nudity, indecent sexuality, profane language, or excessive violence. Spectrum Reach shall have the right to require the Advertiser to provide, at Advertiser's expense, an audio/video disclaimer (satisfactory to Spectrum Reach) before, during, and after each advertisement. Each such disclaimer must include the following statements (complete with the appropriate information): (i) OPEN: The following advertisement contains scenes of and may not be suitable for Children under 17. Parental discretion is advised, or (ii) WITHIN ADVERTISEMENT: (Before each potentially objectionable scene), the following segment of the advertisement contains scenes of ____ (describe nature of scene) ____ and may not be suitable for children under 17. Parental discretion is advised, or (iii) CLOSE: The preceding advertisement was produced by an independent producer, and does not necessarily reflect the views of SPECTRUM REACH or its employees, officers or directors.

(10) Advertiser represents and warrants that Advertiser has or has obtained all rights necessary to air/display the content of the advertisement(s) purchased hereunder and that neither the advertisement(s) nor elements thereof or material contained therein (including without limitation all music composition, copy and other materials used in connection with advertisements) will infringe upon or violate the right of privacy, or right of publicity of, or constitute a libel or slander against, or defame, or violate or infringe upon any copyright, ownership rights, license, authority, trademark, or service mark, common law or other right (including, without limitation, any other intellectual property rights or literary, dramatic, comedic, musical, or photo playwright of any person, entity, firm or corporation) or violate any applicable law. Spectrum Reach enters into the Contract in reliance upon the further warranties and representations of Advertiser that the content of each advertisement is not misleading or deceptive, that each is in compliance with all applicable state and federal regulations, and specifically, that each complies with the rules and regulations of the Federal Trade Commission and all other applicable law.

Advertiser shall indemnify and hold Spectrum Reach harmless from and against any and all claims, losses, expenses, damages (indirect or direct), liability, expenses, and/or costs (including without limitation attorney's fees and court costs) to the extent arising from (1) a breach or violation of the foregoing warranties and representations, (2) the negligence or willful misconduct of Advertiser or Agency, and/or (3) otherwise the cablecast of advertisements submitted/placed by Advertiser or Agency under the Contract.

(11) Advertiser shall at its sole cost and expense furnish Spectrum Reach all advertisements. Advertiser shall deliver all advertisements to Spectrum Reach by the deadlines as determined by Spectrum Reach. Spectrum Reach hereby disclaims any and all liability for any loss, erasure damage, or any other destruction to any advertisement materials furnished by Advertiser or, even if accepted by Spectrum Reach, any telephone, mail, facsimile, or other communications from any third party relating to any advertisements hereunder. If Spectrum Reach does not receive such advertisements within the time specified or otherwise prior to the time requested/allocated for airing, Spectrum Reach reserves the right to cancel the Contract without notice to the Advertiser. If Advertiser submits a written request within thirty (30) days after the date of last cablecast of any advertisement under the Contract, Spectrum Reach shall return Advertiser's materials to Advertiser at Advertiser's sole expense. If Advertiser does not timely make such a request, Spectrum Reach shall have the right to dispose of all such materials as it sees fit, including without limitation destruction thereof.

(12) Advertiser grants Spectrum Reach authorization to (i) access applicable credit reporting (Commercial/Consumer) in order to establish credit terms and perform periodic reviews of credit history and (ii) contacting provided references for use in making a decision regarding Advertiser's creditworthiness.

(13) The Contract may not be assigned or transferred by the Advertiser or Agency without the prior written consent of Spectrum Reach. Spectrum Reach shall have no obligation to perform the services or otherwise cablecast for the benefit of any person or entity other than Advertiser, or for any product or service other than that described on the front of the Contract.

(14) The Contract shall be governed, construed, and enforced in accordance with the applicable laws of (i) the state where the Spectrum Reach sales office that handles your account, is located and (ii) the United States, if any provision hereof is declared to be unlawful or unenforceable, such provision shall be severed to the extent of such unenforceability and any and all other provisions not affected thereby shall remain in full force and effect.

(15) The Contract is subject to the terms and conditions of all franchises and licenses held by Spectrum Reach and all applicable federal, state, and local laws, ordinances, rules, and regulations.

(16) All notices to Spectrum Reach required or permitted under the Contract shall be delivered in writing via certified mail (return receipt requested) or nationally recognized overnight courier to the Spectrum Reach sales office that handles your account.

(17) The Contract contains the entire agreement between the parties, and no change, modification, or waiver of any of its terms and/or conditions shall be effective unless made in writing and signed by all parties hereto. In addition and without limiting the foregoing, no course of dealing between the parties or any delay on the part of a party to exercise any right it may have under the Contract shall operate as a waiver of any of the rights set forth hereunder or provided by applicable law or equity, no waiver of any prior breach or default of the Contract shall operate as the waiver of any subsequent breach or default, and no express waiver shall affect any term or condition of the Contract other than that expressly described in any such waiver, and any such waiver shall apply only for the time and manner specifically stated.

(18) If either party shall attempt to incur costs in any action (by either party) to enforce any provision of the Contract, the prevailing party in such enforcement action (whether plaintiff or defendant) shall be entitled to reimbursement for all reasonable costs incurred in such action, including but not limited to reasonable collection and attorneys' fees and costs. Advertiser and Agency waive, as to the Contract and the parties' respective performance of obligations hereunder, all claims, all exceptions, constitutional or otherwise, of personal property from levy and sale under execution or other process for the collection of debts.

(19) The parties agree that the terms of the Contract and the parties' respective performance of obligations hereunder are not intended to benefit any person or entity not a party to the Contract, that the consideration provided by each party under the Contract only runs to the respective parties hereto, and that no person or entity not a party to the Contract shall have any rights hereunder nor the right to require the performance hereunder by either of the respective parties hereto.

(20) Spectrum Reach may change or modify these Terms and Conditions from time-to-time without notice other than posting these amended Terms and Conditions on our internet website. The amended Terms and Conditions will automatically be effective when posted on our internet website.

(21) Except as otherwise provided herein, all controversies, disputes or claims of any kind arising between Charter Communications Operating, LLC and its business unit Spectrum Reach and/or its officers, directors, parents, affiliates, agents, employees or attorneys (in their representative capacity) and Advertiser and/or its shareholders, officers, directors, parents, affiliates, agents, employees or attorneys, shall be resolved through binding arbitration. Such arbitration shall be undertaken in accordance with the following provisions.



THANK YOU

Kristi Carson

Account Executive

541-973-2912

kristi.carson@charter.com

Jennifer Kelly

Account Planner

541-973-2903

jennifer.kelly2@charter.com

Anji Zash

Account Coordinator

541-973-2905

anji.zash@charter.com

Get targeted. Go farther.

SpectrumReach.com



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: American Music Festival Completion Date: September 25, 2016
Contact Person: Dave Miesner Phone: 541.469.6982
Amount
Awarded \$ 2,500.00

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

The awarded funding was used to provide three (3) Sunday Concerts in the month of September.

- Cost of band fees (including sound system rentals): \$4,650.00
- Program/Feedback printing: \$ 180.00

Total \$4,830.00

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

A total of 900 people attended the three concerts; 250, 250, 400 respectively.

Feedback surveys submitted for all three concerts revealed that eighteen percent (18%) of attendees resided in Zip Codes other than 97415.

Overall, for all nine (9) of the concerts, total attendance was 3,250, of which thirty one percent (31%) of attendees resided in Zip Codes other than 97415.

Thank you for awarding us the funds to allow us to extend this unique, beneficial program for our community!

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: *Dave W. Miesner* Dated: 10/6/2016

Organization: American Music Festival Summer Concerts in the Park

Vietnam Veterans of America
Chapter 757
P O Box 4056
Brookings, OR 97415

October 20, 2016

City Council Members:

By unanimous vote of the Vietnam Veterans of America, Chapter 757, Board of Directors on September 27, 2016, the enclosed check of \$1,000.00 is refunded to the Tourism Promotion Advisory Committee (TPAC) of the City of Brookings.

Of the \$3,000.00 grant for the two day VET FEST II public event on August 26 & 27, up to \$2,000.00 of the grant was to be returned at the discretion of the VVA Chapter Board.

Also enclosed is a Curry Coastal Pilot article on the event itself and a general and detailed accounting of the event also.

The Board decided to retain \$1,584.50 to finance our next two music concerts at the Grange Hall on October 31 and November 7.

The VVA Board also wishes to acknowledge and thank the Brookings City Council for the refund of the Capella and Azalea Park use fees of \$496.50.

Respectfully submitted



William F. Farrell
President

cc: City Manager - Gary Milliman
TPAC Chair - Tim Patterson
VVA File

VIETNAM VETERANS OF AMERICA CHAPTER 757 INC. P.O. BOX 4056 BROOKINGS, OR 97415		2026 96-7477/3232 34
Date <u>Oct. 10, 2016</u>		
Pay to the Order of <u>City of Brookings</u>	\$ <u>1000.00</u>	
<u>One thousand and no/100</u>		Dollars
 800-856-7328 www.roguecu.org		Security Features Held on Back
For <u>TPAC advance VET FEST II</u>		
⑆323274775⑆00000000346770⑆2026		

- Saturday, Sept. 10, 2016 -

erans of America, the Marine Corps League, and Disabled American Veterans from Brookings. The American Legion Post from Gasquet, California, sponsored a booth also.

Support organizations included the Vet Center from Eureka, the Vietnam Service officer from Crescent City, the Southern Oregon Veterans Benefits Organization from Medford, and the Lions Club and Oregon Coast Community Action from Brookings.

Curry County VVA veteran artists included Kell De Voll from Port Orford and Arthur Larson from Harbor.

Performing at both events were Tay Lynn (Loretta Lynn's granddaughter) with Grammy Award-winning Eric Tingstad's finger-style guitar picking.

J. Barley's bluegrass band from Illinois Valley and local Spence Brothers Blues Band also performed.

In my opinion, and that of others I talked with, the highlight of the two events were Tingstad's solo guitar performance of the national anthem.

The crowd of approximately 300 automati-

cally stood up when he started. When he hit that lick at the end of "oer the land of the free" there were tears all around me, including my own,

*Bill Farrell,
president, VVA, Chapter
757
Brookings*

VETERANS FESTIVAL II

Comprised of a two-pronged event: at the Azalea Park Capella by the Sea on Aug. 26 for women veterans; and at Azalea Park band shell on Saturday, Aug. 27, the second annual, free to the public, Veterans Festival was successfully held by the Vietnam Veterans of America, Chapter 757.

The main event on Saturday was intended primarily as a "thank you" to the citizens of Curry County for their support for the more than 20 years support.

Other goals were to recognize and thank women veterans for their service and to expose publicly four veteran groups from Curry and Del Norte counties, five veteran support organizations, and two veteran artists who sponsored vendor booths in the park.

Veterans' booths included Vietnam Vet-



City of Brookings

898 Elk Drive, Brookings, OR 97415
(541) 469-1102 Fax (541) 469-3650

Tourism Promotion Special Event Program

Event Evaluation Report Form

Within three (3) months of completing the event, the following information must be provided and returned to Lauri in Visitor Center.

Event Title: VET FEST II including WOMEN Veterans ^{Capella Event} Completion Date: Aug 26 & 27
Contact Person: Bill Farrell Phone: 541-469-0179
Amount Awarded: \$ 3,000 (2000⁰⁰ payback if able)

1. How was the funding used? (Examples: "Purchase flyers - \$___," or "Purchase advertising in [name of publication] - \$___." Detailed receipts are not required).

See attached documents of detailed income, expenses, and profit.

2. How many people attended the event (participation/spectators)? Approximately how many of these were from outside Curry County? Include results as defined in Applicant's proposed methodology.

A: Approximately 60 people attended the Women Veterans Event on Friday, Aug. 26 at the Capella with veterans from Brookings, Gold Beach, Nesika Beach, and Port Orford. 2 women veteran seminar advocates from Portland and Roseburg facilitated the private womens' session. Grammy award winner fingerstyle guitarist Eric Dingstad accompanied Taylor Lynn (Loretta Lynn's granddaughter) from Nashville as entertainment. All 3 Curry Co. mayors and Brookings City Manager were in attendance (over)

Note: Failure to submit this report to the City within the allotted time (three months from approved event completion) will eliminate your organization from future consideration for funding under this program.

Signed: William F. Farrell Dated: Oct. 10, 2016
Organization: Vietnam Veterans of America, Chapter 757 "The Front"

2 B. Approximately 300 attended the 3 band concert from 12 noon to 5:00 PM on Saturday, Aug. 27. Entertainment was provided by J Barley Band from Illinois Valley, Eric Tengstad (Seattle) and Kayla Lynn (Nashville), and our local popular Spence Bros. Band.

Another 25-30 people manned the 11 veterans and veteran support organization vendor booths. These 11 groups were from Brookings, Medford, Coos Bay, Eureka, Crescent City, and Gasquet. I met others from these cities including Grants Pass, and Gold Beach. I have no idea how many outside of the Brookings area attended.

C. The Chapter advertised on 8 radio stations, 2 TV stations, 3 newspapers, and various flyers, standup cards, and pocket cards in Curry and Del Norte and Humboldt Counties.

Overall attendance was hampered by very cool, overcast weather and the last day of the Curry County Fair.

b. In Kind Donations

b. In Kind Expenses

(See In Kind Expenses) \$ 1,741.97
 c. Interest Income .14
 Total Donations \$ 9,538.11

<u>Date</u>	<u>Donor</u>	<u>Type</u>	<u>Amount</u>
6/13	J. Newman	Pac Rim-Flyers	\$ 18.00
6/30	J. Newman	Eric Tingstad	1,000.00
6/30	J. Newman	Fed Ex to Eric	31.10
7/14	Connie Hunter	3x5 cards	50.00
7/15	J. Newman	Stationery Double Tree	10.00
7/26	J. Newman	Stationery Double Tree	10.00
8/25	Skip Hunter	Portside Suites (Tayla)	128.27
8/26	J. Newman	Portside Suites (Tayla)	256.54
Various	Connie Hunter	Copies	50.00
8/11	J. Newman	Flyers-Pac Rim	20.00
8/10	J. Newman	Flyers-Pac Rim	1200
8/16	J. Newman	KCRE/KPOD	399.00
8/22	Brookings Capella	Use Fee	412.00
8/22	Brookings Azalea	Use Fee	84.40
8/25	B. Farrell	Raffle Tix & Plates	10.58
8/25	B. Barrell	Duct Tape/Nails	6.62
9/19	VVA ck#2019	J. Newman refund	(756.64)
		Total In Kind Expenses	\$ 1,741.97

Total Income \$ 9,538.11

Total Expenses \$ 6,953.61
 TPAC Refund -1,000.00
 Total Expenses & Refund \$ 7,953.61

RETAINED EARNINGS \$ 1,584.50

General and Detailed Accounting
VVA Chapter 757 VET FEST II
August 26 & 27 2016

1. General Accounting

Income

Cash Donations	\$ 7,796.00
In Kind Donations	1,741.97
Interest Income	.14
Total Income	\$ 9,538.11

Expenses

Cash Expenditures	\$ 5,211.64
In Kind Expenditures	1,741.97
Total Expenses	\$ 6,953.61

Net Income	\$ 2,584.50
TPAC Refund	- 1,000.00
Retained Earnings	\$ 1,584.50

2. Detailed Accounting

Income

a. Cash Donations

Date	Donor	Amount
7/29	Bill Farrell	\$ 2,500.00
8/25	TPAC (Brookings)	3,000.00
8/29	Capella Donations	22.00
8/29	See's Candy Sales	566.00
8/29	Lions Club	123.00
8/29	Vet Fest Donations	100.00
8/29	Vet Fest Product Sales	40.00
8/29	Vet Fest Boat Raffle Tix	210.00
9/6	Capella Deposit Refund	208.00
9/6	Azalea Park Refund	177.00
9/12	Anonymous	750.00
9/16	Disables Amer. Vets	100.00
	Total Cash Donations	\$ 7,796.00

Expenses

a. Cash Expenditures

Date	Expense	Amount
7/29	Sec Deposit Capella	\$ 208.00
7/29	Sec Deposit Azalea	177.00
7/29	Ad Flyers-Pacific Rim	120.00
8/29	Tayla Lynn	2,500.00
8/29	J. Barley Band	350.00
8/29	Spence Bros Band	500.00
8/29	Sound-Chris Meleu	200.00
8/31	KURY Joint Ads	400.00
9/19	Refund-Jim Newman	756.64
	Total Cash Expenses	\$ 5,211.64

TPAC EXPENSES FY 2016-17

\$50,797 BUDGETED	30% ADVERTISING MEDIA TV - INTERNET - PRINT	60% EVENTS	10% CAPITAL	Travel & Training	Operating Supplies
	Dollar budgets determined on TPAC agreed percentages of \$50,797 budget (32-10-6090)				
% BUDGETED	\$ 15,239	\$30,478	\$5,079	\$500	\$1,000
July	\$ (500) OCVA 2016 Membership	\$ (2,500) AMF Concerts			-\$98.25
	\$ (500) Xplore Film - Dining Video Advance	\$ (2,363) Natures Coastal Holiday Arches			
		\$ (2,000) Sourwood/Rogue Relay -2016			
		\$ (2,258) BHHS Drone			
August		\$ (3,000) Vet Fest			-\$62.72
September		\$ (3,000) Oktoberfest			
October	\$ (2,000) Xplore Film - Dining Video Balance	\$ (1,000) Coastal Christmas	\$ (2,000)		
		\$ (5,000) Nutcracker Ballet			
*Pending	\$ (2,959) Media Advertising listed below	\$ (4,000) Pending Events listed below			
REMAINING FUNDS	\$ 9,280	\$ 5,357	\$3,079	\$500	\$839.03

*** Pending Budget Allocations**

\$ 2,959	101 Things to Do Yearly Ad	\$ 2,000	VFW Fireworks - thru CC
\$ 2,959		\$ 2,000	Sourwood/Rogue Relay - 2017 thru CC
		\$ 4,000	

**TPAC Goals: Increase overnight stays with emphasis on October thru April.
Budget 60% on events, 30% on media advertising, and 10% on capital.**

SUMMARY OF YOUTUBE VIDEO VIEWS

City of Brookings, Oregon - YouTube

YouTube Videos		Posted	Previous		Monthly Views							Total
			Total	4/14/16	5/12/16	6/9/14	7/21/16	8/12/16	9/28/16	10/13/16	Views	
Apple Box Videos		4/21/14										
Great Place to Live			3002	166	154	143	269	155	396	96	4,381	
Great Place to Visit			852	40	39	27	59	48	80	19	1,164	
Great Place to Go Camping			749	21	39	35	60	49	68	13	1,034	
Great Place for a Romantic Getaway			762	34	39	132	0	9	82	19	1,077	
Great Place to Bring Your Family			567	21	29	17	46	28	48	11	767	
KOBI Videos												
Romantic Weekend			524	0	15	19	39	24	40	11	672	
Family Weekend			506	69	22	22	30	22	41	8	720	
Oregon Lifestyles		11/21/14										
Brookings Episode			264	24	32	27	40	20	83	26	516	
Boardman State Park		4/25/16			97	64	66	124	162	50	563	
Dining 101 Film		10/6/16								33	33	
View Totals All Videos												
			7226	375	466	486	609	324	1000	253	10,739	
			15792	595	497	777	1,163	787	1,503	335	21,449	
Brookings Lifestyle views (not on City channel)												
Great Place for Romantic Getaway			Views	32995	597	94	56	249	83	73	178	34,325
Views on facebook			Shares	1475	17	2	0	0	0	0	6	1,500
			Likes	302	6	0	1	1	0	0	1	311
Samuel H. Boardman Video			Views			19,604	11,280	1,260	518	5,641	82	38,385
Views on facebook			Shares			610	348	31	0	148	1	1,138
			Likes			265	78	12	4	28	0	387
Dining 101 Video			Views								7,115	7,115
Views on facebook			Shares								205	205
			Likes								101	101